HARDWARE SHOW

A Special Report

Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

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Photo Accessories Click

This issue's Photo Marketing Outlook analyzes a fast-developing discounter strategy to boost department profitability. Chains trading up their mixes to include 35mm cameras are effectively merchandising high-ticket, high-margin accessories, such as interchangeable lenses, filters, flashes and cases. Caldor, West Paterson, N.J., which showcases accessories with cameras, also promotes 10-piece kits to encourage larger transactions. *(DSN photo)*

Looking ahead to a continued buoyant economy, discounters gathered at McCormick Place for the August hardware show in a better frame of mind than a year ago, when shoppers were still tentative about stepping up.

Stable Prices, Big Seasonal Biz Make Hardware Buyers Bullish

Nationwide DSN Report

The nation's vibrant economy and widespread price stability in hardware have buyers bullish about department prospects into early 1985.

Positive signs surfaced this spring, when seasonal goods produced strong sales despite record rains in many parts of the country.

Accordingly, many discounters at the Chicago hardware show were set to shop for step-up patio furniture and multiaccessorized gas grills.

Basic hardware categories such as plumbing, lighting and electrical supplies and home security are also performing well, buyers told *DSN*. They're helping propel anticipated department growth of 10%-15% this year, discounters said.

While at McCormick Place, buyers said they would also be looking for:

—Domestic brands of small power tools, in order to help alleviate supply disruption problems and long ordering lead times associated with imports. They'll have upgraded features to meet increased consumer demand for conveniences.

—Fashion-driven decorative home items, such as wallpaper, mini-blinds, stains and broader color assortments of paints.

—Hard plastic and metal toolboxes that can retail everyday at less than $35.

—Flashlights, particularly units with high-intensity krypton and halogen bulbs.

Discount Toy Chains Swing to Fast Lane

Nationwide DSN Report

Discount toy chains are growing fast, and are an increasingly dominant force in toy retailing.

This issue's Discount Toy Chain Census profiles the nation's 10 leading chains, and broadly covers the dynamics of this rapidly evolving specialty field.

Toys "R" Us, which already accounts for 12½% of the nation's toy sales, is increasing its dominance.

Sales of the leading specialty toy discounter grew by $277 million, or 26.6%, in its most recent fiscal year, to $1.32 billion. Its volume growth far outpaced that of each of the next four largest toy discount chains.

By year's end, Toys "R" Us will nudge a milestone, the 200-store count, with units averaging 45,000 sq. ft. of gross retail space.

The top five toy discounters collectively experienced 27.2% sales gains, from $1.75 billion to $2.23 billion during their most recently completed fiscal years. Store counts also rose at a healthy pace, from 774 at the start of 1983 to 948 at the beginning of this year, or 22.5%.

Chains remain expansion-minded throughout 1984, planing to add another 115 units for a 12.1% growth in the number of discount outlets among the top five.

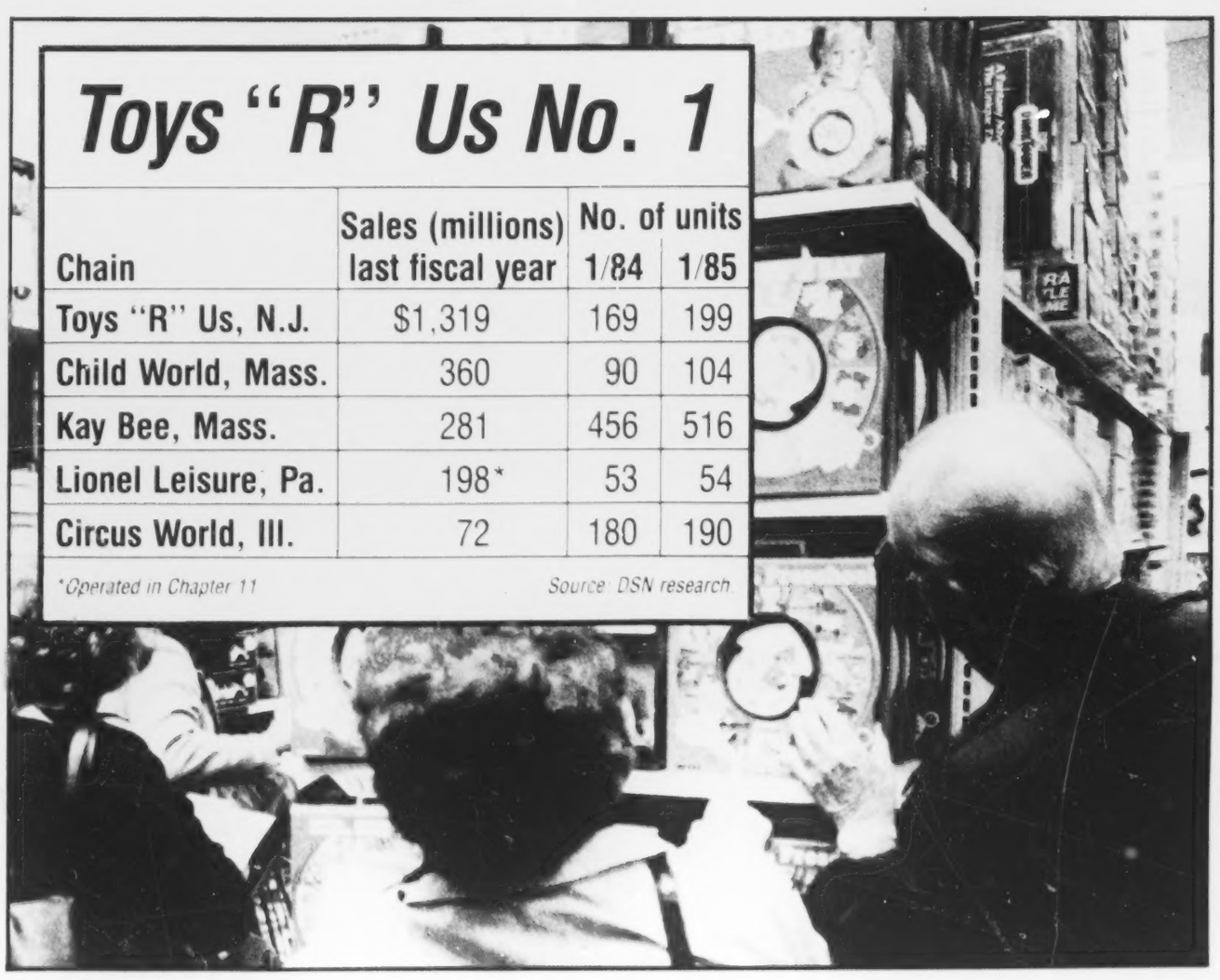
The most impressive unit growth is occurring at Kay Bee, whose 3,500 (gross)-sq.-ft. stores are in malls exclusively. By the end of 1984, the chain anticipates operating 516 outlets, up 42.9% from 361 at the start of last year.

Toys "R" Us No. 1

Chain	Sales (millions) last fiscal year	No. of units 1/84	No. of units 1/85
Toys "R" Us, N.J.	$1,319	169	199
Child World, Mass.	360	90	104
Kay Bee, Mass.	281	456	516
Lionel Leisure, Pa.	198*	53	54
Circus World, Ill.	72	180	190

*Operated in Chapter 11

Source: DSN research



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THE NEWSPAPER OF DISCOUNT RETAILING

FTC Would Define 'Counterfeit'

Bill Could Threaten Chains' Legit Goods

WASHINGTON — Chains could be increasingly vulnerable to having arguably legitimate goods seized and detained, if a House unit gets its way.

Controversial new power over suspected "counterfeit" merchandise would be given to reluctant Federal Trade Commission enforcement officials, under a proposed bill passed by the full House Energy and Commerce Committee.

The bill, which takes a radically different approach from the trademark counterfeiting measure passed recently by the Senate, would also provide FTC enforcers with virtually unbridled authority to define "counterfeit" goods in a way that could lead to Federal seizures of chain private label products, "look-alike" generic drugs and other arguably legitimate goods whose "trade dress" is similar to brand-name merchandise.

The legislation, which was engineered by Rep. James Florio (D-N.J.) and Commerce Committee Chairman John Dingell (D-Mich.), also seeks to broaden the definition of counterfeit goods to include products which infringe on existing patents and copyrights as well as trademarks.

Unlike Sen. Charles Mathias' (R-Md.) anticounterfeiting bill which passed the full Senate earlier this summer, the new Florio-Dingell House measure would not authorize manufacturers to obtain "*ex parte*" search and seizure orders against retail discount stores or other suspected "traffickers" in counterfeit merchandise.

But if anything, key discount industry lobbyists suspect that the House version could pose even stickier legal problems.

The chief concern lies with the definition of counterfeit goods written into the bill by Florio and Dingell.

In addition to products bearing a nonauthentic but "substantially indistinguishable" trademark and goods which infringe on United States patents or copyrights, that legislation would define as counterfeit any merchandise declared bogus by FTC regulators.

(In a concession to critics of the bill who expressed concern

(Continued on page 74)

Discounters Sharply Hike Outlay For Improved Distribution Setup

By AL HELLER

Calling it their heaviest press for distribution productivity gains in nearly half a decade, discounters are spending as much as 10 times more on improvements in 1984 than in any year of that span.

In what has so far been a banner sales year for many discounters, distribution center upgrades costing from $250,000 to more than $2 million apiece are becoming common.

These expenditures are greater than in any year since prior to the 1980-81 recession, discounters told *DSN* and are meant to ensure their chains keep pace with planned growth in units and sales through 1988.

Chains generally are opting for a broad array of improvements in physical plant, systems and equipment—rather than footage expansion or the addition of new units—to boost operational capacity of distribution centers, speed product flow to stores and help generate massive labor savings at the distribution centers (DCs) and in store backrooms.

These upgrades are escalating despite a sticker shock experience for discounters who haven't been in the modernization market for several years.

"Equipment costs have risen 56% the past three years," said Bob Griffiths, Heck's vp-warehousing and distribution. "Our $2 million modernization could have cost us another $1 million if we didn't shop the entire United States market. It has made us tougher negotiators."

Current modernization efforts include:

—K mart spending an estimated $1.5 million to equip its 10 general merchandise distribution centers with IBM System 38 computers, completed last month, and its probable test of an automated picking system by early 1985;

—Caldor spent $20 million to replace an old DC with an updated unit nearly twice the size in North Bergen, N.J.

—Gold Circle operating its new $500,000 Integrated Automation optical scanning system, which is projected to save $800,000 in distribution center payroll costs by 1988 and produce other efficiencies;

—Heck's funding $2.5 million to physically reconfigure and add new computers, flow racks and conveyors to its three distribution centers, including two that serve the chain alone;

—Ames' $8.5 million program to further computerize its distribution network, add bar code scanners at the DCs and upgrade its apparel ticketing operation;

—Gaylords' $250,000 expenditure to reformat and modernize existing equipment in its 100,000-sq.-ft. distribution center.

Other chains including National Brands Outlet and Kay Bee are formulating DC expansion plans to support their anticipated rapid growth in numbers of stores.

K mart, which expects better inventory and paperwork control from its investment in new computers, will likely test for other efficiencies a Kingston-Warren automated picking system in one distribution center at the start of next year.

The system, estimated to cost more than $500,000 per unit, has reduced picking errors to nearly zero and generated

(Continued on page 76)

IN BRIEF

• JOHN HERRON, PRESIDENT AND CEO OF T.G. & Y., has resigned from the posts he assumed last October. Replacing him as head of the Oklahoma City-based discounter is Richard C. Rusthoven, executive vp, store operations and merchandising. Rusthoven, a Montgomery Ward veteran, joined the company at the beginning of the year.

• MURRAY'S JEWELERS & DISTRIBUTORS IS CLOSING its remaining showroom as part of its Chapter 11 liquidation. The company's other showroom was shut earlier this year shortly after the MAI member filed a bankruptcy petition listing a $2.5 million debt.

Burlington Coat Head Milstein Flouts Rules, Works With Foes

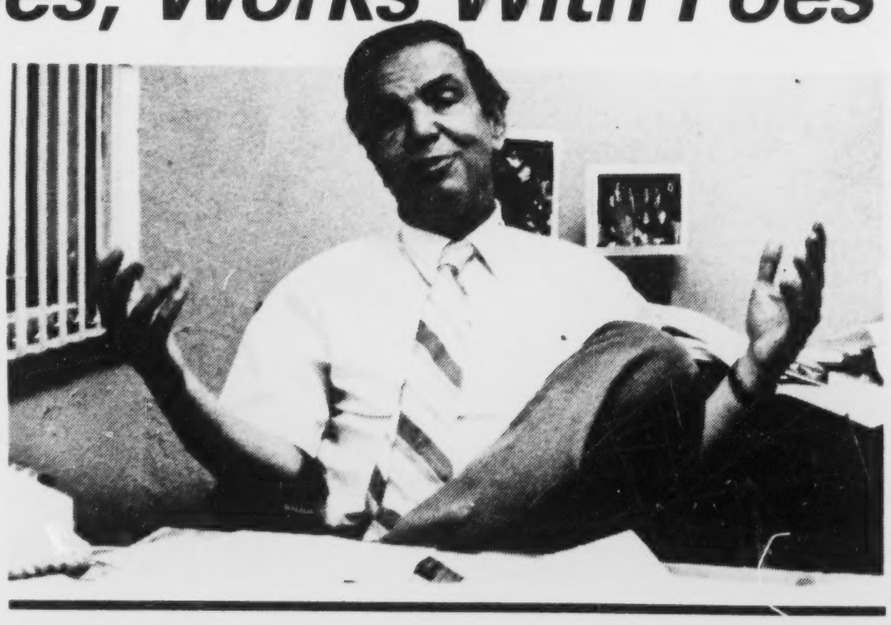
NEW YORK — Burlington Coat Factory president Monroe Milstein has no qualms about striking a partnership with his competitors.

His 51-unit chain already houses shoe departments run by off-price opponent U.S Shoe. Later this year domestics/housewares departments, also a division of U.S. Shoe, will open in the 15 to 19 new Burlington Coat Factory Outlets planned.

Those two lessees—operating as Cincinnati Shoe and Home Front— are also set up within U.S. Shoe's eight off-price Front Row superstores. In at least one location, in Indianapolis, the two off-pricers are in the same mall.

Milstein shrugs at the idea of working with the competition. He admits to considering Front Row off-price stores a troubled chain that could be closed in a year. If that happens, the shoe and domestics departments would only exist as specialty off-price chains and within his multiclassification stores.

Right now, Milstein is out to boost his chain's domestics business. Currently, two other lessees operate the chain's 34 domestics departments. In the best of those 5,000- to 6,000-sq.-ft. departments, sales top out at $400 per square foot. With Home Front, he hopes to better that figure because of their different formula, which includes higher-ticket small appliances as well as textiles.



"We've taken a one-month business and made it a year-round one." *—Monroe Milstein, president, Burlington Coat Factory*

He also has no qualms about attacking retailing from many angles.

Still involved with the wholesale business his father started in the 20's, Milstein will soon be going head-to-head with one of his long-time customers when

(Continued on page 74)

New-Market Bows For Lechmere?

WOBURN, Mass. — Lechmere's growth over the next two years may be fueled by a new hybrid store and new markets.

Trade sources indicate the New England-based hard goods specialty retailer will move out of its Boston-centered trade territory into Baltimore, Washington and Dallas next year, with a smaller, consumer-electronics dominated store. Sites have reportedly been staked out in four Dallas strip centers in Prestonwood, Beltline, Irving and Camp Wisdom Road. Those locations cover each of the market's four corners, according to local retailers.

Lechmere executives declined comment. "Our only announced locations are in Boston and Providence," said Neal St. Anthony, a spokesman for parent company Dayton Hudson. "It may very well be they were simply looking at sites around the country, but so are our Target and Mervyn's divisions."

According to trade sources, the hybrid Lechmeres would be much smaller than the existing units' average 131,000 sq. ft. Consumer electronics would

(Continued on page 74)

Digest

Aug. 20, 1984

HARDWARE SHOW

• Discounters converged on the Hardware Show in Chicago with a 10%-15% sales gain targeted for 1984. *DSN*'s special section (pp. 23-51) describes advances made by bench power tools (p. 23); the role of high-end groupings in boosting patio furniture sales (p. 35), and the remixing of mower and trimmer assortments (p. 36).

DISCOUNT TOY CHAIN CENSUS

• Leading toy chains are on an expansion kick, according to *DSN*'s census (pp. 55-62). A new breed of discounter, the toy outlet store, has emerged (p. 7). The census also reports that industry leader Toys "R" Us is going global (p. 59), and that chains are profitably coexisting in malls (p. 60).

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HARDWARE

Best Products to Expand Power Tool Mix

Best Products MegaShowroom in Shirlington, Va., will expand its hand-held power tool mix this year to include a test of industrial-grade branded models. They'll retail at less than $100. *(DSN photo)*

8.4% Annual Sales Boost Projected For Power Tool Consumables, Accessories

NEW YORK — Sales to DIYers of hand-held power tool consumables and accessories will grow at a projected 8.4% annual pace through 1988 to $349 million, up from 1983's $233 million level.

Consumables' dollar volume expansions will be led by:

—Abrasives such as grinding wheels, discs and belts, which new account for nearly a quarter of volume to DIYers and will grow by 11.2% annually during the next four years to $97.7 million;

—Saw blades, the second ranking contributor at $38.6 million in 1983, which is expected to grow by 9.4% yearly to $60.4 million in 1988;

—Drill bits, the third-largest segment at $26.7 million last year, which is estimated to grow 7.4% annually to $38.1 million in 1988.

These projections were made in a newly released Frost & Sullivan study, "U.S. Portable Power Tool Accessories and Consumables Market."

The study estimated the size of the accessories and consumables market as about 40% that of the domestic power tool market. And, while the DIY segment is the largest for power tools, it's the second largest for consumables and accessories, the study said. It attributed this difference to the infrequent use of tools by DIYers.

The study noted further that price is the leading purchase criterion among DIYers, followed by quality and then brand names of power tool consumables and accessories.

Accessories, which are replacement parts of a more enduring nature such as chucks, power bits, disk pads, keys, power sockets and extensions, "show a greater potential growth rate than the average for the market as a whole, increasing 7.5% annually to $59 million in 1988," the study said.

That's up from $42.2 million in 1983 sales to the DIY market.

Chain saw accessories, primarily cutting chain, will show the slowest rise of 4.9% from $45.3 million last year to $57.5 million in 1988, the study projected.

This represents "a gradual recovery from a market which collapsed in 1981, following a period of extraordinary growth (which was) precipitated by the oil crisis and subsequent energy shortage," the study noted.

Yet "disillusioned homeowners who experimented with (chain saws) find that the costs of cordwood today are approaching those of gas or oil fuel, while the efficiency of wood-fired heaters is low," the study said.

The fastest growth rate of 12.9% annually is projected to be shown by router bits.

Predicting a leveling off in the DIY market, the study cited "the inevitable maturing of a business which has enjoyed an annual growth rate of almost 15% for more than a decade."

Power Tool Accessories and Consumables Sales to DIYers (in millions)

Product	1983	1988
Abrasives	$57.4	$97.7
Chain saw blades	45.3	57.5
Accessories	42.2	59.1
Saws	38.6	60.4
Drill bits	26.7	38.1
Other consumables	18.3	28.0
Router bits	4.6	8.4

Source: Frost & Sullivan

ADG Dividend

NEW YORK — Associated Dry Goods increased the quarterly dividend on its common stock to 65¢ per share, up from 55¢ per share, payable Sept. 1 to holders on record on Aug. 10.

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HARDWARE

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PRODUCT MOVEMENT AUDIT

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
PAINT				
1	Luct 50 White Gal	6,444	15.72	101,280.34
2	Luct 2386 Ceiling Wh Gal	5,004	12.91	64,596.64
3	Luct 1699 White Gal	3,719	16.86	62,706.06
4	Luct 2329 Antique Wh Gal	2,740	12.91	35,370.66
5	Luct 2360 White Gal	2,708	12.91	34,957.57
6	Luct 1800 White Gal	1,526	16.87	25,749.72
7	Luct 1629 Antiq White Gal	1,248	16.86	21,042.53
8	Luct 2342 Nat Beige Gal	1,396	12.91	18,020.64
9	Olym Clear Wood Preserve	1,640	10.54	17,290.52
10	Luct 2331 Clas Cream Gal	1,228	12.91	15,852.25
11	Luct 2361 Miss Ivory Gal	1,183	12.91	15,271.35
12	Luct 1860 Gull Gray Gal	1,060	13.98	14,813.50
13	Olym 716WS Semitran Gal	888	14.74	13,090.90
14	Luct 2321 Dove Blue Gal	984	12.91	12,702.46
15	Luct 1865 Earth Brown Gal	892	13.98	12,465.70
HAND TOOLS				
1	Stan 11-921 Heavy Duty B1	7,520	1.27	9,542.88
2	Stan 33-312 12' Powr Rule	995	8.80	8,757.99
3	Stan 33-425 25' Tape Rule	680	12.85	8,739.36
4	Arrw T-50 Staple Gun Tack	515	16.97	8,739.29
5	Stan 33-116 16' Powr Rule	521	10.96	5,711.20
6	Stan 34-500 L Tape 100'	477	11.38	5,428.50
7	Stan 87-368 8" Adj Wrench	894	5.86	5,237.95
8	Stan 10-299 Utility Knife	2,295	2.25	5,174.08
9	Stan 84-121 6" Long Ns Pl	1,110	4.60	5,109.89
10	Stan 42-248 48" Alum Levl	417	12.20	5,089.07
11	Stan 33-208 8' Power Rule	947	5.36	5,075.45
12	Stan 84-106 6" Slp Jt Pl	1,604	3.02	4,850.50
13	Wiss MPC3 Multipurpose	613	7.49	4,592.90
14	Stan 33-212 12' Power Rule	653	6.97	4,548.80
15	Stan 10-099 Retract Knife	1,290	3.38	4,353.75

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
BLACK & DECKER POWER TOOLS				
1	B&D 7127 3/8 Vari Rev Dr	676	27.48	18,573.10
2	B&D 7391 7¼" Circ Saw	279	50.76	14,162.74
3	B&D 9330 Dustbuster	410	31.83	13,048.25
4	B&D 7404 Sander	431	26.81	11,556.19
5	B&D 7308 7¼" Saw	312	36.71	11,454.30
6	B&D 7530 2 Speed Jig Saw	361	27.00	9,747.00
7	B&D 9333 Dustbuster Plus	232	41.30	9,581.60
8	B&D 7104 3/8" Drill	459	20.40	9,363.60
9	B&D 7613 1HP Router	177	50.76	8,984.96
10	B&D 7504 Jig Saw	418	18.00	7,524.00
11	B&D 9360 Spotlighter	266	26.29	6,992.48
12	B&D 7436 Sander	163	40.46	6,595.39
13	B&D 7224 1/2" Drill	105	55.58	5,835.38
14	B&D 7190 3/8" Drill VS	126	40.06	5,047.88
15	B&D 9419 8" Table Saw	41	116.63	4,781.63
POWER TOOL ACCESSORIES				
1	B&D 71-010 10 PC Bit	6,148	7.96	48,941.15
2	B&D 71-013 13 PC Bit St	1,034	10.95	11,319.72
3	B&D 71-120 Hole Saw Asst	425	9.74	4,141.20
4	B&D U2499 Router Bits	352	11.43	4,021.95
5	B&D 73-369 7¼" Carbde	445	8.54	3,800.52
6	B&D 71-007 7 PC Drill St	573	5.87	3,364.94
7	B&D 79031 Workmate	51	64.29	3,278.94
8	B&D 73-300 3 In 1 Blade	375	7.87	2,952.56
9	B&D U1670 6 PC Set	330	8.90	2,937.99
10	B&D U1337 Dial A Blade	500	5.71	2,856.50
11	B&D 71-382 Mag Bit W Hld	420	6.77	2,844.03
12	B&D 70-404 1/8" Dril Bit	1,970	1.44	2,827.94
13	B&D 70-436 1/2" Dril Bit	550	5.08	2,791.25
14	B&D 730107 7¼" Comb	420	4.10	2,769.86
15	B&D 9020 Cordless Drill	53	45.82	2,428.46

(Continued on page 46)

Consumers Spend More For Quality

By ARNOLD REINHARD
Director of Sales, Schreiber Company

Across the board, our business is reflecting the consumers' willingness to spend more for better quality hardware products.

The power tool area is a good example of that consumer buying trend.

In the five-month period charted in this product movement audit (Feb. 1 to June 30), the second ranking Black & Decker power tool was the #7391 7¼-in. circular saw which carried an average retail of $50.76. Three years ago this would have ranked seventh or eighth and the #7308 saw, with an average retail of $36.71, would have been the top-selling item in this classification.

Similarly, today the #7127 3/8-in. variable/reversible drill with an average retail of $27.48 outsells the #7104 which is on average tagged at just over $20. These volume figures also reflect the discounters' interest in stepping up power tool assortments to a level where some money can be made. The #7104 is essentially a giveaway business.

Other signs of the consumer trade-up are visible in the cord-

(Continued on page 46)

Winter Hardware Show Rescheduled

STAMFORD, Conn. — The dates for the Winter Hardware and Home Center Show at the Las Vegas Convention Center, Las Vegas, Nev., have been changed to Sunday, Monday and Tuesday, Feb. 17-19, 1985.

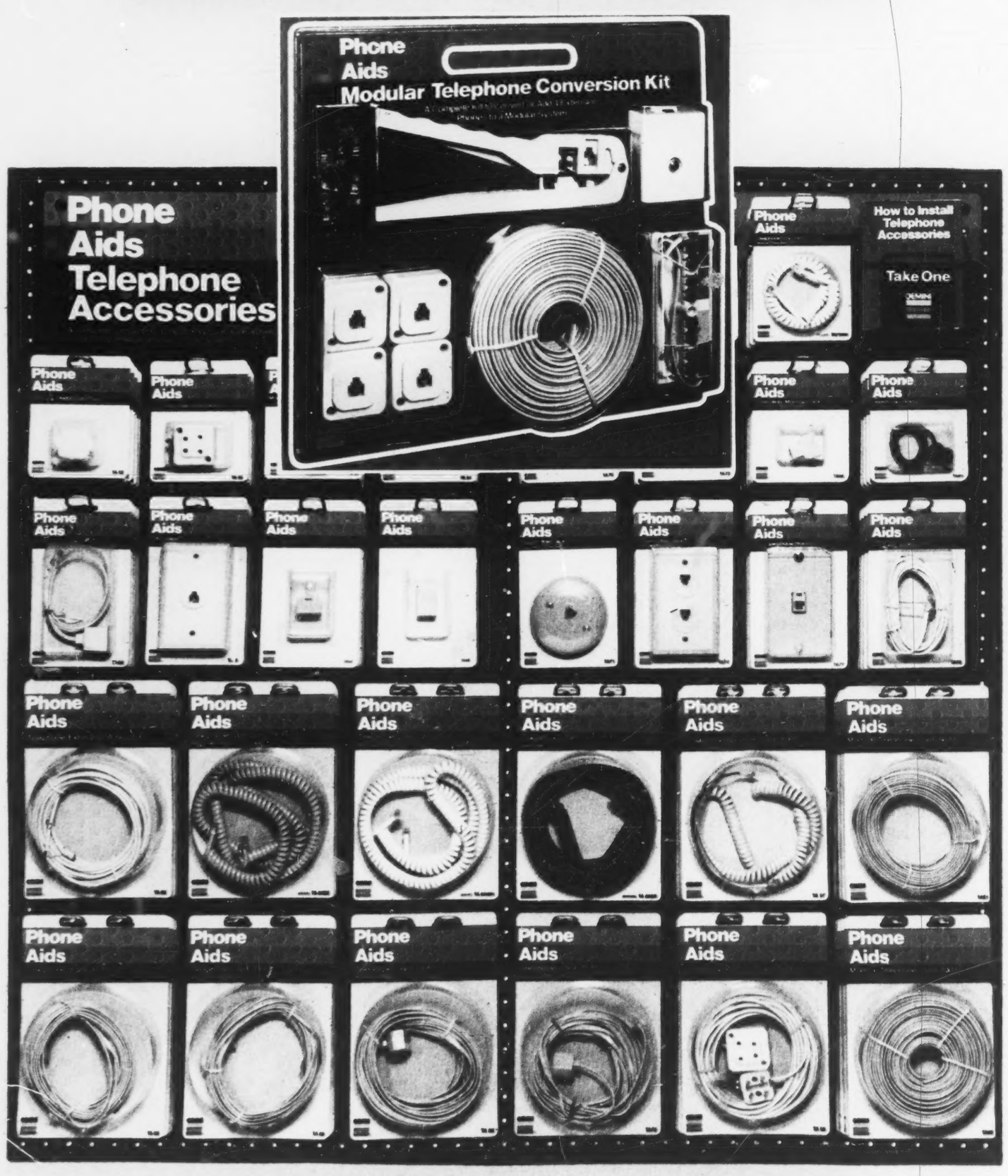
Arthur E. Maxon, vp and group show manager, Cahners Exposition Group, explained that the new schedule provides more flexibility, allowing retailers, wholesalers and buyers the opportunity to attend either during the weekend or on a weekday.

Whitlock Grows In Upstate N.Y.

WHITE PLAINS — Whitlock Corp. has signed leases for additional store sites in Buffalo and Syracuse, N.Y., and plans expansion in Rochester, another major upstate market.

Chairman William Fox and president Norman Helft jointly announced Whitlock's intent to increase retail coverage in these cities through its National Auto Stores subsidiary.

Sell the whole kit



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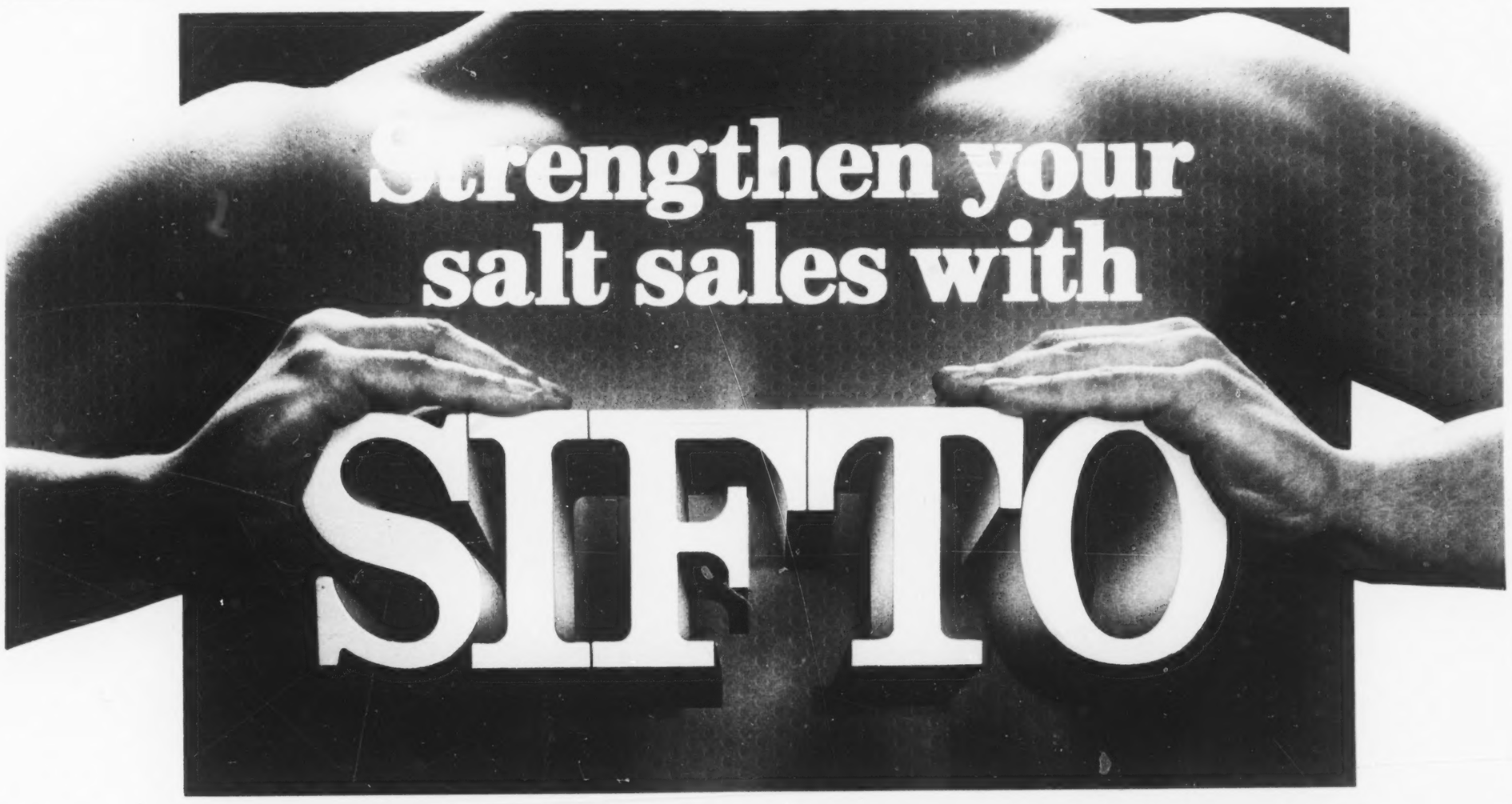
HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
ELECTRICAL				
1	Carl 03002 100' Org Ext	1,387	14.38	19,950.61
2	Epak MOC-6C Multi-Outlet	1,023	16.81	17,192.03
3	Elec Moc 4C Multi-Outlet	738	15.04	11,096.94
4	Carl 4170 8½" Cl Lamp	1,638	5.25	8,597.86
5	Levi 801-6101 Night Light	3,600	1.86	6,681.60
6	Levi 801-6671 Dimmer	1,594	4.16	6,633.43
7	Genc 12-2-100 Romex NM	328	19.44	6,328.96
8	Genc 12-2-50	620	10.21	6,328.96
9	Levi 800-284 3 Way Adaptr	7,466	0.80	5,954.14
10	Epak Elvt-300 WG Pagoda Kt	42	132.68	5,572.35
11	Levi 800-697 Plug Outlet	1,950	2.71	5,287.43
12	Levi 800-1406 Socket Adapt	2,660	1.91	5,091.24
13	Levi 800-6098PG Butt Sock	2,760	1.77	4,882.44
14	Angl 76013 Forte Chime Kt	180	26.87	4,836.33
15	Levi 800-7090PG Knob Sock	2,230	2.15	4,785.58
BATTERIES				
1	Dura MN1500B4 AA Size 4 Pk	60,191	2.99	179,790.51
2	Ever E91BP-4 AA Alk Batt	59,639	3.00	179,006.45
3	Ever E95BP-2 D Alk Batt	71,434	2.23	159,512.12
4	Ever E93BP-2 C Alk Batt	68,328	2.23	152,576.42
5	Dura MN1400B2 C Size 2 Pk	66,288	2.23	148,021.10
6	Dura MN1300B2 D Size 2 Pk	64,943	2.23	145,017.71
7	Ever E91BP2 AA Alkaline	56,352	1.68	94,784.06
8	Dura MN 1604B 9 Volt 1 Pk	40,168	2.23	89,695.14
9	Dura MN1500B2 AA Size 2 Pk	50,448	1.68	84,853.54
10	Ever 522BP 9V Alk Battery	35,832	2.23	80,012.86
11	Ever E92BP2 AAA Batt	27,948	1.68	47,008.54
12	Ever 1215BP-4 AA H D Batt	29,760	1.53	45,741.12
13	Dura MN1604B2 9 Volt 2 Pk	10,800	3.84	41,499.00
14	Ever 1209 6V Gen Batt	10,631	3.09	32,833.84
15	Ever 509 6-Volt Lantern	11,590	2.32	26,888.80

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
LIGHTING				
1	Powr AP 15x12 Und Cab Lit	3,083	7.97	24,556.10
2	Powr C54B Circline 2 Lite	273	32.03	8,742.83
3	Wolf CF112 15" Wagon Wheel	236	34.38	8,113.68
4	Wolf CF69 24" Wagon Wheel	112	67.07	7,511.28
5	Wolf CF115X 18" Wagon Wheel	140	52.50	7,350.00
6	Powr GL240 Grid Lite 2 Lit	295	21.96	6,478.20
7	Home 3425 Country Oak 40W	121	49.41	5,978.61
8	Dval 1723 Blk Wall Caddy	409	14.43	5,901.87
9	Dval 9800PB Wall Fixture	561	10.22	5,730.62
10	Dval 9708WH Ceiling Fixture	938	5.99	5,613.93
11	Powr ST120 24" Strip	570	8.97	5,112.90
12	Powr C32B Circline 1 Lite	216	23.34	5,041.44
13	Home 3221 Wal Wraprnd 40W	127	38.43	4,880.61
14	Dval 8010AB Oak Strip 3	132	35.69	4,710.42
15	Dval 9708PC Ceiling Fixture	516	8.78	4,527.90
TOOLS & APPLICATORS				
1	Pama 5041 Latex Pan & Roller	9,763	1.96	19,111.07
2	Pama 1031 9" Twin Pack	9,578	0.99	9,443.91
3	Pama 8130 3" Polyester	3,240	2.65	8,597.34
4	Pama 8130 2" polyester	4,638	1.80	8,339.12
5	Hyde 13050 Razr Scr&Blads	5,975	1.26	7,537.46
6	Hyde 13110 Replace Blades	5,987	1.23	7,378.98
7	Pama 1033 9" Tri Pack	5,880	1.22	7,161.84
8	Pama 505 5Pc Roll Trayset	1,394	4.77	6,650.08
9	Pama 200 2" Nylon Brush	1,602	3.38	5,412.36
10	Pama 950 9" Roller Handle	2,812	1.78	5,015.20
11	Pama 8160 3" Polyester	1,221	3.99	4,868.74
12	Pama 8160 2" Polyester	1,764	2.64	4,655.20
13	Pama 7909 9" Paint Pad	1,510	2.89	4,357.11
14	Pama 200 2.5 Nylon Brush	3,192	1.36	4,350.70
15	Pama 200 1" Nylon Brush	1,062	4.07	4,327.12

(Continued on page 51)

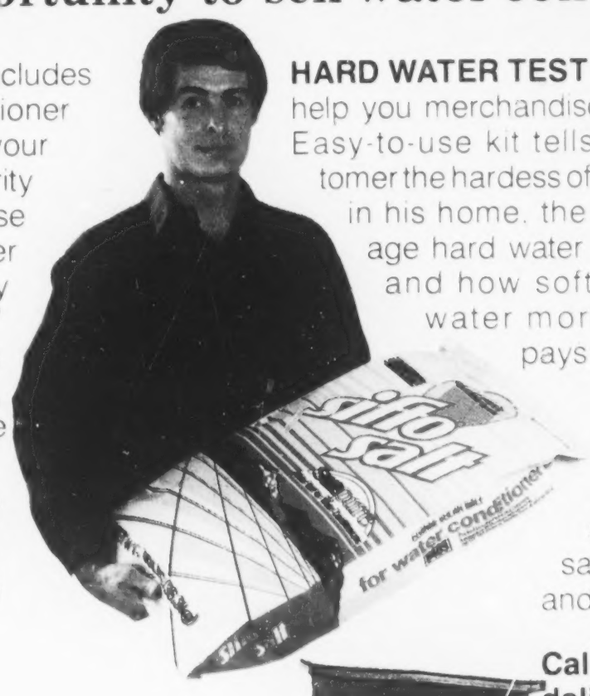


85% of U.S. potable water sources contains measurable hardness. That's your opportunity to sell water conditioner salt.

FULL LINE OF SIFTO® PRODUCTS includes solar, rock and evaporated water conditioner salt. With Sunpure™ solar salt you offer your customers the best combination of high purity and low price; our Louisiana extra coarse rock salt let's you provide an even lower price point with large, consistently screened crystals; and our mira-cube™ evaporated compacted salt provides the premium product with 100% solubility, meaning no clean out or fouling of brine tanks. Ever.

$. HIGH | $. MED | $. LOW

PACKAGED TO SELL, each product has attractive graphics for display and moisture barriers for extended product life. Sunpure™ and mira-cube™ salt bags (40-lb. poly with comfortable, convenient, carry-home handles) actually explain the benefits of soft water—with copy that sells. Salt also available in 44.1 and 50-lb. PURE-BLOCK™ brine blocks.



HARD WATER TEST KITS help you merchandise salt. Easy-to-use kit tells customer the hardess of water in his home, the damage hard water does, and how softened water more than pays for itself.

PROMOTIONAL SUPPORT includes signage, pole/poster displays, backer boards, salt sale banners on 50-foot ropes, sample kits, ad slicks, brochures and more.

Call for pricing, delivery 1 800 323-1641

sifto salt

SIFTO® Sam

SIFTO® Salt Division, Domtar Industries Inc.
4825 N. Scott St., Suite 419, Schiller Park, IL 60176-1354 DOMTAR

Water Quality

Distributed from facilities at Chicago, Cincinnati, Dubuque, East St. Louis, Lake Point, UT, and Milwaukee

PMA

PRODUCT MOVEMENT AUDIT

Spend More

(Continued from page 45)

less tool classification.

We currently have orders outstanding for 300 to 400 cordless drills—like the #9020 which generally sells for about $42—because demand is high and there have been some production problems limiting available quantities.

Category sales strength is also coming from B&D's Dustbuster which is being carried in the hardware as well as in the housewares department.

In paint, the trade-up trend is evident in increased sales of paint sundries. Today, consumers are willing to spend $3.99 for a paint brush; the days of the 99¢ paint brush are over.

Business in paint sundries, across-the-board, is up 8% to 10%, reflecting consumer enthusiasm for better quality products.

In other categories, like plumbing and electrical, however, basics continue to dominate.

In security, for example, the bulk of our business is in promotional—under $10—items like the Harlock T-700 entry lock. We sold more than 4,800 pieces during this five-month period—

(Continued on page 51)

Dollar General Biz Up 50% For Half

SCOTTSVILLE, Ky. — Dollar General reported that sales for the first six months of 1984 came to $203 million, a 50% increase over same-period sales a year ago.

Sales for the second quarter increased 52% over the same period last year, to $113,650,000. Same-store sales increased 13%, raising the year-to-date increase to more than 11%.

Included in the figures were sales from the 280 stores acquired last November from Interco, which contributed $26,925,000 in the second quarter, and $48,250,000 for the first six months.

President Cal Turner Jr. commented: "A very successful companywide promotion near the end of June benefited the same-store sales performance. We also completed the conversion of 229 acquired stores in the Dollar General store format one month earlier than scheduled.

"While most of the converted locations have been operating as Dollar General stores for less than 90 days, we're very pleased with their performance to date. The transition has been difficult and challenging, but it has proceeded more smoothly than we anticipated. We're enthusiastic about prospects in the months ahead."

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CLASSIFIED ADS
in
Discount Store News